

JULY NUMBER 1904

THE LARKIN IDEA

50 CENTS A YEAR



"The Larkin guarantee of absolute purity assures safety and satisfaction in using Larkin Flavoring Extracts for all culinary purposes"



ROUND PILLAR
EXTENSION TABLE, No. 916
— RICH, MASSIVE —

FREE for sixteen Certificates: or with \$32.00
worth of the Larkin Soaps, for \$32.00.



A HIGH-CLASS, massive Table, fit to grace any home in the land.
Made throughout of selected Quarter-sawed Oak, Golden Oak
polished finish.

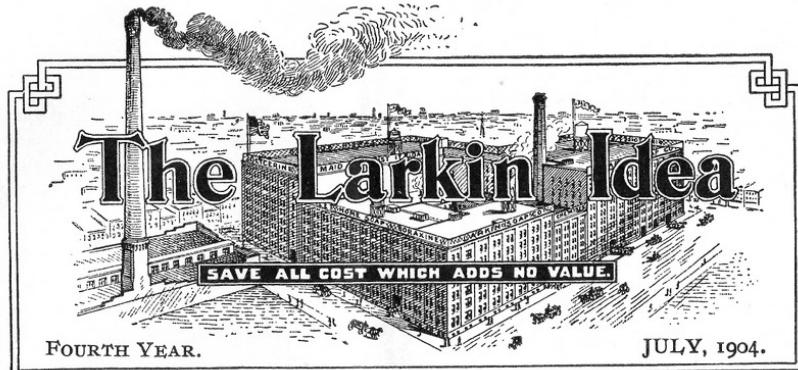
Top is 45 in. in diameter; can be extended with four leaves to
8 ft. The substantial, 10-in. pillar contains a fluted leg that remains in
center of Table, whatever length may be used. The gracefully shaped,
spreading legs have fine hand-carved claw feet.

Larkin Street.

Larkin Soap Co.

Buffalo, N. Y.

ESTABLISHED, 1875.



THE SONG OF HOME.

BY AUNT JUDITH.

Oh the world's a pleasant place,
 With God's blue heaven above,
 But the best of all is Home,
 Where dwell the ones we love.
 Work and sing—
 Cares take wing—
 Home's the woman's kingdom, where
 Love is crowned as king.

 There are many goodly things
 That loving hands provide
 To help us in home-making;
 For love goes far and wide.
 Work and sing—
 Cares take wing—
 Home's the woman's kingdom, where
 Love is crowned as king.

 Aye, Love goes far to seek
 Rare gifts to bring its own,
 And woman's tasks are lightened
 Where Sweet Home Soap is known.
 Work and sing—
 Cares take wing—
 Sweet Home Soap's a fairy that
 Dwells with Love, the king.

CHURCH FUNDS EASILY RAISED.

Our Church-Aid Department was organized over a year ago as the direct result of an active demand from church societies for a stated plan for selling the Larkin Soaps to raise church funds. The plan has been eminently successful. It is easily managed and highly

popular, as it results in the establishment of a steady source of income for a church without being an extra expense to any one. The plan may be continuous.

The liberal cash profit of \$10.00 is made on every \$10.00 order, by taking

advantage of our offer of \$20.00 worth of the Larkin Soaps for \$10.00. The church receives the saved middlemen's profits and expenses, aggregating 100% on all Soaps sold.

Many churches organize a committee to ask all members of the congregation to co-operate for the church's good, purchasing their needed supply of Soaps, from time to time, through one appointed to have charge of the matter.

To assist in obtaining orders, we furnish free ample supplies of printed matter.

The person who signs the orders receives a Certificate Premium and 50c. worth of extra Soaps for each \$10.00 Cash Order sent in accordance

with our rules, a liberal reward for looking after the matter.

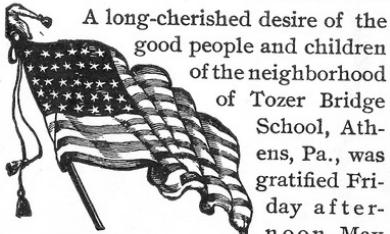
The *Memorial Chimes*, of Topeka, Kans., tells how one of the numerous church societies interested booms the plan:—

"The Missionary Society has ordered another box of the Larkin Soaps. Save your orders till the box arrives and then see Mrs. Keller or Mrs. Ott about it. The last box netted the Society \$10.30 profit."

The profit mentioned was made on an investment of \$10.00.

For complete information address Larkin Soap Co., Church-Aid Dept., Buffalo, N. Y.

FLAG-RAISING AT ATHENS, PA.



A long-cherished desire of the good people and children of the neighborhood of Tozer Bridge School, Athens, Pa., was gratified Friday afternoon, May

6th, when a beautiful American Flag was raised on a staff in the school yard.

The *Athens Gazette* gave the following account of how this Flag was secured:—

"After teacher and people had discussed ways and means for some time, without hitting upon a plan that seemed feasible, a friend, half in jest, said to the teacher, 'You'll have to get up an order for Larkin Soaps and get a Flag for a premium.'

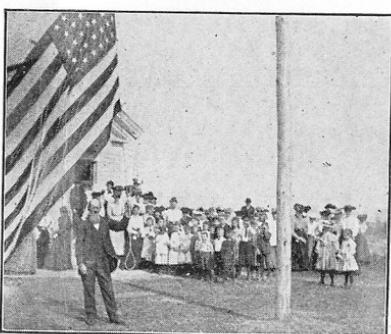
"Neither speaker nor teacher knew that one could be obtained in that way, but the latter wrote for information, and learned that the enterprising firm had enlarged upon their "idea" enough to add a School Club to their other forms of securing

patronage, and that a beautiful American Flag could be obtained as a premium with \$10.00 worth of the Larkin Soaps.

"Accordingly, the teacher secured the proper material, the children gladly went to work, and their labors were soon rewarded by the coveted prize."

After the flag-raising there was an interesting program of addresses by citizens of Athens, and songs and recitations in which school children took part.

Rev. M. B. Wood, who closed the



OLD GLORY UNFURLING TO THE BREEZE.

exercises, thanked the teacher, Miss Emma L. Bush, in the name of the patrons of the school, for her help in securing the Flag and for faithful, earnest efforts for the welfare of the neighborhood.

TAKE CARE.

There is a pretty prevalent prejudice that dealing with business firms at a distance, by mail, is hazardous. Some clippings from recent newspapers, reprinted on pages 19-24 of this issue of THE LARKIN IDEA, substantiate the fact that the prejudice is too often well founded.

There are scamps too lazy to work, too cowardly to engage in a swindle involving their immediate fellow-citizens, yet who are really quite industrious in their attempts to simulate—at a distance—the honorable business methods of sterling, long-established business houses of reputation and worth; so it behooves one to take care to confine his mail-dealings to houses he is perfectly sure are entitled to confidence. It will be a safe plan to avoid dealings with any distant concern without the assurance of your banker, your postmaster or some neighbor of known integrity and judgment, that past dealings with them have been thoroughly satisfactory.

It is also all too true that a great many goods with which premiums are given, and probably a great majority of the articles so given, are inferior in quality. We wish it were not so—every time an unmerchantable article is employed as a premium by an unscrupulous concern, confidence is shaken in even a business of the highest character, as a natural consequence.

The Larkin business is a constant source of satisfaction to its managers, because of the tens of thousands of cordial expressions of happiness resulting from new or renewed acquaintance with Larkin quality as expressed both

in Larkin Soaps and Larkin Premiums,—which have become an accepted standard of excellence. No single business in the world ever has offered, and likely none ever will be able to offer, among its premiums such a line of world-standard products as are contained in the Larkin Premium List. Names and trade-marks like the following, all represented among our Premiums, are accepted universally by the best merchants in their respective lines, as the highest guarantee of perfection:

Seth Thomas Clocks and Watches;
1847 Rogers Bros. and R. Wallace
Silverware;
Colmont Opera Glasses;
Buffalo Pottery Dinner Ware;
Lalance & Grosjean Agate Nickel-
steel Ware;
Jewett Refrigerators;
Ranney Kitchen Cabinets;
Heywood Chairs;
Wisconsin Chairs;
Wakefield Go-Carts;
Barcalo Quality Beds;
Lyon & Healy Banjos;
Columbia Graphophones;
John Bromley & Sons Rugs;
Bromley Ingrain Carpets;
Bromley Art Squares;
Sanford Axminster Rugs;
Stevens Guns;
Boston Garden Hose;
5/A Horse Blankets;
Garland Ranges;
Hodgman Rain Coats;
Lilley Suit Cases;
Russell Carvers;
Bissell Sweepers;
Marion Harland Coffee Pots;
Shepard Freezers;
Barney & Berry Skates;
Whitely Exercisers;
Goodrich Water Bottles;
Florence Brushes;
Enterprise Sad Irons;
Climax Food Choppers;
Yankee Screwdrivers;
Millers Falls Tools.



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IF the season is a dry one, water must be used in the garden or the plants that have begun to bloom will suddenly fail, and failure at this season is seldom followed by recovery when more favorable weather comes.

Water should be applied *after* sundown, for this reason: while the sun is shining, evaporation takes place rapidly. Heat hastens it. Plants watered at any time before the air cools, get but little benefit from the application. But as soon as the sun goes down, the atmosphere cools to such an extent that moisture is condensed rather than dissipated. Hence, the advisability of watering in the evening instead of the daytime.

Do not apply water with a sprinkler, or a pot having a rose nozzle. If you do, you "scatter your ammunition" and fail to hit what you aim at. The ground is moistened over a considerable surface, but not enough water falls in any one place to do any real good. Therefore use a watering-pot with a spout, and put the water just where it is needed—at the roots of the plants. Do not be satisfied with superficial applications. Use enough to soak down about the thirsty roots.

If you haven't water enough to go all over the garden in this way, or lack the time such work would require, select a few of your best plants and concentrate your attention on them. A few good ones will afford vastly more satisfaction than a large number of inferior ones. Have only as many as you can *grow well*, and grow these to perfection, if possible. It pays to aim high, in

gardening as well as in other professions.

Clip the lawn at least twice a week. Three times would be better, especially if the season happens to be a moist one, and the grass grows rapidly. *Mow* it, but don't *shave* it. Those who cut close to the roots seldom have a fine sward. As a rule, have the knives of the mower so set that they cut about an inch above the grass crown. This will leave enough of the grass blades to give you a rich, velvety turf,—and this is what makes any lawn attractive.

Never neglect to mow when the work ought to be done. If you do, you get a ragged cut, and two or three extra mowings will be necessary to restore the evenness that always results from mowing at the right time. The "right time" is when the grass is from two and a half to three inches high.

If you mow as advised above, only an inch or two will be clipped from each blade. This will soon decay if left on the lawn, and it will never be unsightly, therefore raking will not be necessary.

It is when the grass is quite tall, before cutting, that raking is advisable. When you rake your lawn do not use a sharp-toothed iron rake, as so many do. You cannot help injuring the turf with it. There is a wire rake on the market, made on purpose for lawn use, that enables you to do the work rapidly, easily, and without the least harm to the sward. It costs but little, and will last a lifetime, if properly cared for. By all means provide yourself with one of these tools.

It pays to get a good Lawn-mower—a Ball-bearing one, free with \$10.00 worth

of The Larkin Soaps, that runs easily and quietly, and cuts smoothly. This some of the cheap ones will not do. And they are most expensive in the long run; for they will last but a season or two, while a really *good* mower, if taken good care of, will last eight or ten years, and be free from the annoyances that a "cheap" one always gives.

Perhaps I ought to explain what I mean by the term, "If taken good care of," used above. It means this: that every mower ought to be oiled every time it is used. This for the good of the mower, as well as yourself; for it enables it to run without friction, and that economizes your strength and saves your patience. Once a month every joint ought to be treated to an application of kerosene, to remove all gummy substances that may have accumulated in them. After applying the kerosene, oil well before using again.

See that the cutters are kept sharp. You cannot do good work if they are dull. The grass will look as if it had been gnawed off, when gone over with a machine whose blades lack the keen, sharp edge that enables them to *cut* instead of *tearing*.

RETURNED GOODS.

Never return any goods by express. Never return any goods, or damaged parts thereof, until specific instructions are received from us. It may be economy to return the part damaged to some other point than Buffalo or Peoria.

JOHNNY'S SOLILOQUY.

Sing a song of wash-day,
Everything's awry!
Dinner's only Sunday's hashed,—
Not a piece of pie!

Mother's cross as blazes;
Wears her oldest duds;
Sister's hair is out of curl;
Whew! just smell the suds.

After some use, most mowers will need a tightening of the screws that regulate the cutter-bar and the rods where there is friction. Attend to this promptly, and your machine will never have that disagreeable rattle which characterizes the one that is neglected when it needs attention. A loose jointed mower wears out much faster than one that is kept properly tightened in all its bearings.

If you want your lawn to give you the greatest possible amount of pleasure, you must feed it well. You cannot expect a rich sward from starved grass. I always give my lawn a good top-dressing of some reliable fertilizer in spring, before the grass starts, and again about August. This keeps the soil full of nutriment, and the grass is always luxuriant, unless the season happens to be a dry one. Those living where water facilities are good can tide their lawns over dry spells without any *sacrifice of their beauty*, but those who are unable to water them must endeavor to make up for the lack of moisture by using land-plaster liberally, as a top-dressing, in times of drouth.

Tommy Traddles' mother
Never has such fuss.
Monday's good as any day,
Nothing in a muss!

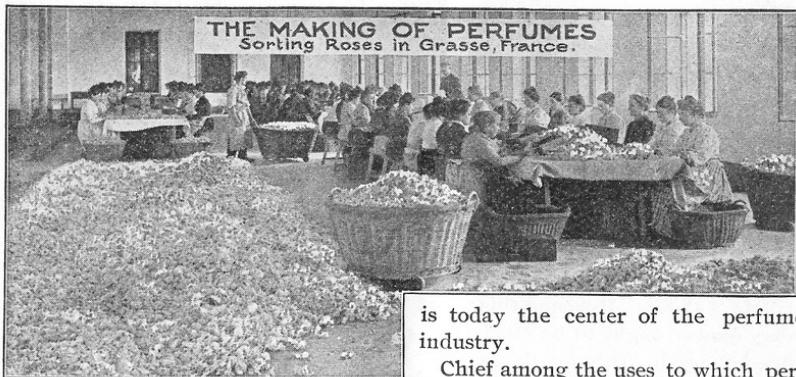
Wonder what's the reason?
But I'm sure I know:
Does her work with Larkin Soaps—
Tommy told me so.

A SOAP-BUBBLE PARTY.

BY SAMANTHA ALDER.

Miss Annabel McCarty
Was invited to a party,
By William Jennings Byron Smith.
"You'll come," said he, "I hope?"

"We're going to blow soap-bubbles—
I'll show you *how*—in doubles;
And Mother's going to make the suds
With Larkin White Woolen Soap."



THE delightful sensation that one experiences when greeted by a pleasant odor is as old as mankind. The effort to gratify this longing for pleasant odors has given us the art of perfume-making. In the history of all peoples of any degree of civilization, the use of perfumes is to be noted. Their preparation was an art among the nations of the East. To these people the idea early suggested itself to substitute, for the fleeting fragrance of flowers, substances whose fragrance was lasting. All manner of sweet-scented woods, leaves and fruits were brought into use.

In Egypt, great quantities of resins were used in embalming the dead. The Jews were fond of the fragrance of cinnamon, myrrh, and aloes. The Arabs, Turks and Persians taught the use of Perfumes to the Greeks, and from them the Romans learned it. Perfumes were used with such extravagance in the cities of Rome and Athens that at one time laws restricting their sale were passed. Violet was a favorite odor with the Greeks.

The secrets of the mixing of fine perfumes were brought into Europe by Christian soldiers who returned from the religious wars against the Mohammedans, and the southern part of that continent

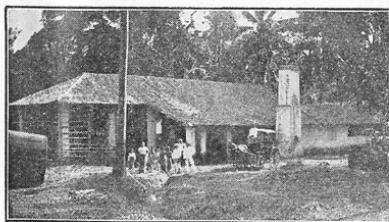
is today the center of the perfume industry.

Chief among the uses to which perfumes are put is that of the manufacture of toilet articles. Thousands of pounds of perfume substances are consumed each year in the manufacture of handkerchief perfumes, toilet-waters, soaps, cremes, lotions and toilet-powders.

Perfume-making is a true art. The perfumer by his skillful mixing and blending of odors appeals to the nose quite as forcibly as the painter to the eye with his colors, or the musician to the ear with his melodies. We shall speak of this in a future number.

Most of the materials used for perfuming are of vegetable origin; some few are obtained from animals. Of late years so skillful have the chemists become that many of the natural odors are closely imitated by artificially made products.

The odors taken from plants are generally found in the form of an oily



DISTILLATION OF CITRONELLA,
NEAR GALLE, CEYLON.

or waxy substance, secreted in glands or sacks, in the plants.

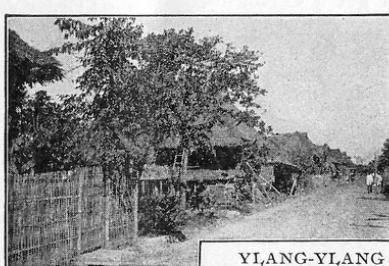
Most perfume oils are taken from blossoms. Rose, violet, and lily oils, and the oils for all common flower odors are secured from this source. The flowers of the ylang-ylang, champacca and cananga trees, all of which grow in the Philippines, also yield perfume oils.

The leaves of some plants contain the odorous substances. This is true of the bay leaf, from which bay rum is made. Clove and cinnamon oils are taken from the buds of the clove and cinnamon, and fruits of some trees yield oils, notably orange and lemon.

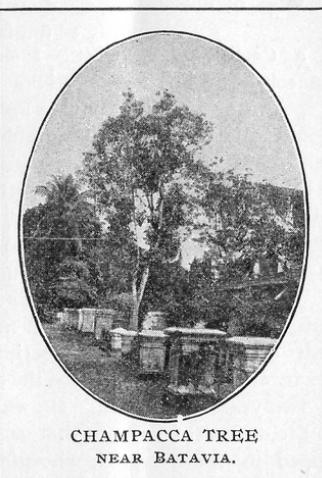
From the woody parts of other trees, the oils are extracted. This is true of the cedar and the sandal, a tree that grows in Eastern Asia. The roots of the sassafras, vetivert and Florentine sword-lily, the source of the orris-root, yield oils of use to the perfumer, and the whole lemon-grass, citronella and lavender plants are laden with the fragrant oils.



CANANGA TREE
NEAR BATAVIA.



YIANG-YLANG
TREE
IN MAIN STREET OF MALABON.



CHAMPACCA TREE
NEAR BATAVIA.

It so happens that from the different parts of some plants entirely different perfume oils are extracted—orange blossoms and orange fruit yield odors not at all alike.

The use of perfumes obtained from animals is restricted to a few odors, of these musk and civet are most prominent. They are never used alone, but are combined and blended with other odors.

Although the artificial odors are clever imitations of the natural products, they lack in delicacy and are therefore principally used in the cheaper grades of goods. Artificial wintergreen, however, one of the most successful imitations, has nearly driven the natural product out of the market. Perfume materials are gathered from all parts of the world, from India and Bulgaria, from Thibet, Russia and the islands of the sea, from Europe and America; in fact, nearly every nook and corner contributes some sweet-smelling substance. So you see the perfumer goes to a great variety of places for his raw



SANDALWOOD TREE

NEAR BANGALORE.

there is a little district that furnishes more pent-up sweetness than almost all the rest of the world. We shall have something to say about this fragrant area next month.

A LARKIN CUSTOMER ASKS US SOME QUESTIONS.

Cust.—How can I get a Certificate Premium?

Ans.—If you are a Regular Customer we will give a Certificate Premium for each Recommended and Club Order you may send, providing it is accompanied by a remittance of \$10.00.

Cust.—Then you do not give Certificate Premiums for *all* cash orders?

Ans.—No. We give Certificate Premiums only for Recommended and Club Orders. Certificate Premiums are not presents-for-cash, but are given for sales that increase the regular volume of our business.

Cust.—Would I get a Certificate Premium for my first purchase from you?

Ans.—No: but it would establish you as a Regular Customer. If your first order was sent us by one who is a Regular Customer, that person would get a Certificate Premium for it.

Cust.—What do you mean by a Regular Customer?

Ans.—A Regular Customer is one who buys \$10.00 worth of Larkin Soaps in his own name in one shipment at least once every two years.

Cust.—If I ordered a \$10.00 case of Soaps and had it shipped to some

materials. Odors from Europe, Asia and Africa are combined to give fragrance to your pocket handkerchief.

About the city of Grasse, down in Southern France, there is a little district that furnishes more pent-up sweetness than almost all the rest of the world. We shall have something to say about this fragrant area next month.

A LARKIN CUSTOMER ASKS US SOME QUESTIONS.

other person, would that make me a Regular Customer?

Ans.—No. It would make the person who receives the goods a Regular Customer. A Certificate Premium Earner establishes his eligibility by receiving goods in his own name.

Cust.—I see. What is a Recommended Order?

Ans.—A Recommended Order is one for goods to be shipped to a New Customer, who is recommended by a Regular Customer to become our patron.

Cust.—I don't quite understand the meaning of a New Customer.

Ans.—A New Customer is the head of a family who has never received a shipment of our goods, whose name is therefore new on our books.

Cust.—That makes the Recommended Order very clear. What is a Club Order?

Ans.—A Club Order is one secured through the efforts of a Regular Customer and, as is shown on Order-blank, is for Soaps that have been sold to ten or more friends and neighbors.

Cust.—Need I organize the ten purchasers into a Club-of-Ten to make it a Club Order?

Ans.—Not necessarily. Club-of-Ten orders are Club Orders, but so is any order for \$10.00 worth of Soaps, etc., that are distributed for use among as many as ten families a Club Order.

Cust.—I should infer from your explanations that the obtaining of Certificate Premiums is quite easy and very profitable to the purchaser.

Ans.—We assure you it is, because for a very little pleasant effort he gets a substantial reward. Hundreds of Larkin customers accumulate their Certificates until they have secured a sufficient number to command one or more of our most desirable Premiums, free. Discriminating purchasers can easily see the advantages of the Larkin Idea. He who deals with us gets the profit that usually goes to the middlemen, who add no value to goods.

THE LARKIN ACROSTIC.

BY HELENA ANDREWS.

L stands for Larkin Soaps, well-known, you will see;
 Any kind that you wish may be purchased from me.
A is for Articles, too numerous to pen,
 That you soon may secure through a brisk Club-of-Ten.
R stands for Rings that are handsome and fine;
 There are many to choose from, you'll find, in the line.
K's for the Kindness you're certain to meet
 Whenever with Larkin you happen to treat.
I's for the Interest shown in each patron,
 No matter who, be it maid, man or matron.
N is for Nothing, the sum that they charge
 For their beautiful Premiums of value so large.
S stands for Soaps, for Sweet Home, if you wish.
 It will clean everything—dishes, wood-work, or clothes.
O is for Ornaments, Organs and Ovens,
 Opera Glasses, Oak Chairs by the dozens.
A is for Anything you might suggest;
 If Larkin supplies it, it's surely the best.
P's for the Premium that the buyers receive,
 And it's always far finer than one would believe.
C's for Chautauqua, a name far renowned;
 In thousands of homes it's a welcome sound.
O is for Order, which send and you'll see
 That what I have told you 's as true as can be.
 Thus ends my story. But we hope to hear
 That the Larkin Soap Co. is successful each year.

WHY EVERY GIRL AND BOY SHOULD
USE WORLD'S WORK SOAP.

BY RUBY VAN VLACK.



One day my little cousin and I staid alone while my aunty went to the store. We were playing "bears." He was the white bear and I was to be the black one, but we didn't think I was black enough for a real bear so I blacked my hands, or *paws*, with stove blacking. We had two or three bear fights and got the blacking all over our faces.

When aunty came home she gave us a good scrubbing with some toilet soap she had, but she could not get the stains off. At last she got a cake of World's Work Soap, and when she had

washed us with that, the stains all disappeared.

My uncle is a painter, and he uses World's Work to take the paint off his hands. My little cousin and I sometimes go to the railroad and get lumps of soft coal for the coal car of his toy train, but World's Work takes off all the coal black.

I wish all the little girls and boys had a carton of World's Work of their own, so that they wouldn't have to take a scolding when they get so dirty that their mammas can't wash them clean.



The Larkin Idea.

PUBLISHERS' ANNOUNCEMENT.

The subscription price of THE LARKIN IDEA is 50 cents per annum.

It is published on the first day of each month, and will be mailed to any address in the United States or Canada for one year upon receipt of the subscription price.

Back numbers cannot be furnished.

THE LARKIN IDEA will be mailed free for one year to every sender of three Orders for the Larkin Soaps within twelve months. To one who continues to send Orders, the paper will be mailed regularly until twelve months after the date of receipt of the last of three orders received within a year.

Short contributions are requested from any patron who has something to say that will interest others.

Larkin Soap Co. Publishers.

FACTORY-TO-FAMILY

SOAPMAKERS, PERFUMERS, CHEMISTS, REFINERS.
Factories and General Offices, BUFFALO, N.Y.
Established, 1875.

Branch for West-of-the-Mississippi patrons,
PEORIA, ILL.

LOCAL BRANCHES:

19 Eliot St.,	-	BOSTON.
2221-2231 Arch St.,	-	PHILADELPHIA.
820-824 Liberty Ave.,	-	PITTSBURG.
49 Barclay St. and 52, 54 Park Place,	{	NEW YORK CITY.

THE MAN IN THE MAIL CAR.

By W. D. NESBIT.

No flag is snapping over him,
No band is playing loud;
There are no cheers in strident vim
From some applauding crowd;
But night and day he toils away,
Until his work is done—
No ranting fifes or bugles play
To lighten his long run.

He has no time to think of fear,
Or talk of pluck or nerve,
With danger always lurking near
In every lurching swerve.

The swaying lamps make shadows dim
To taunt his straining eyes;
The jolting car makes mock of him
As madly on it flies.

It may be north, south, east, or west—
The mail must hurry through.
The postal clerk may take no rest
With all these things to do.

He does not see what waits ahead,
Nor care what lies behind—
The hungry mail racks must be fed,
To all else he is blind.

Sometimes you stand beside the track
And see the mail train race,
And white above the rolling sack
You see his toil-smudged face.
So, day and night, the postal clerk
Goes, fighting time and sleep.
He only does his country's work—
And countries hire men cheap.

Some day, perhaps, they'll lift him out,
All limp, and still, and pale—
He will have found his last long route,
This man who works the mail.
No thrumming drums the hush will fill
When he goes to his rest;
And all the mails will hurry still,
North, south, and east, and west.

—*Chicago Tribune.*

It is a pleasure to introduce the Larkin customers to the Larkin Flavoring Extracts.

Tan leather shoes are much in fashion this season. It is not an easy matter to get a satisfactory polish for them. Try the Larkin Russet Shoe Polish. It is ten cents a box, and pleases all its users.

One of the most artistic pieces of furniture we have recently offered is the Round Pillar Extension Table advertised on second cover page. Excellent as the cut is, it fails to reproduce the finish and lustre of this superb table.

The Boys' and Girls' Prize Contest in which \$500.00 in cash prizes are offered, should not be overlooked by young people who desire a profitable use of their leisure hours. The liberal prizes offered in each of the four classes have induced a large number to enter the Contest. We hope all

parents will assist and encourage their children in their laudable endeavor to win one of the prizes.

More space than usual is devoted to "Exposure of Fraud," in this issue. An acquaintance with some of the skillful snares that are set to entrap the thoughtless may assist some in avoiding them.

Practical wisdom should guide one in choosing the course to pursue when tempted by the glittering offers made by men with "ways that are dark and tricks that are vain." Reliable merchants do not offer genuine values for practically nothing.

If an enthusiastic Larkin patron desired to obtain for Certificates all of the premiums offered in the 45th edition of our Premium List, it would be necessary to send us for them two thousand, one hundred and thirty-five Certificates.

To obtain all of them as Larkin Premiums with purchases of Soaps, it would be necessary to buy four hundred and twenty-seven \$10.00 boxes; and the Premiums alone would fill a large freight car.

In a recent number of *The Interior*, Henry P. Williams writes interestingly and ably on, "The Personality of a Business," from which the following is abstracted:

"Every business has a distinct and definite personality with which the public "does business," as distinguished from that of the employer and the employee. The personality of a great business is not the personality of the man or men who control it, nor of their employees.

"It would be a mistake, of course, when saying that the personality of a business is not identical with the personality of the man at the head of it, to imply that the character of the man

does not affect the character of the personality of his business. The man at the head of a great business can not really create the personality of the business, but he can, and usually does, establish the idea upon which that personality rests. The nature and characteristics of a business personality grow out of the idea, not out of the man.

"It may be that selfishness is the original basis of all business,—I shall not argue the point; but I am convinced that the time has come when selfishness can not continue to be the guiding principle of good business. The best business in the world is one in which, in every transaction, the buyer gets more than the seller, and in which the seller makes it a part of his business to see that this is true. The idea, that the benefits in business, if it is properly conducted, are mutual with the preponderance of benefit on our side as buyers, is still too new to be freely accepted and used.

"Let us admit, if we have to, that all business is selfish, but let us rejoice when we find one which appears to be less so than usual. It is a good thing for us to try to believe that a business house can think more of us and less of our money; to believe that a business personality can exist, and does exist, which is aiming at something else than merely making money.

"The life of such a business personality is not forever, of course; it is not immortal. But its duration does not depend on external forces; nor on the coming or the passing of this or that individual person. The life of a business personality finds its vigor and security and the guaranty of its permanence in the ideal on which it rests and from which it springs; if the idea is eternal, so is the personality. In the development of the ideal, from better to better, we shall find the perpetuity of the business personality."

Shady-Side Sketches.

BY B. M. H.
CONCLUDED FROM JUNE NUMBER.

On Wednesday morning we drove to the little white "Meeting-house" as they call it. They never say church. The day was one of those perfect days that make one think of Lowell's "What is so rare as a day in June." We drove through a beautiful country of fine and well kept farms. At last we reached the meeting-house, out in an open space, surrounded on three sides by immense woods. Giant oaks and maples around it and up to the very door, but the building itself was as plain as could be made. As it was almost time for the bridal party, Alice and I went in and took seats where we could see all.

Presently we heard a little stir and turning saw the bridal party coming up the aisle. Preceded by "four waiters" the bride and groom, arm in arm, came slowly to the front and all took their seats. Then all was silence for fully half an hour. This is their custom. It seemed wonderful to me how so many people could keep quiet for so long and at a wedding too.

Outside in the sweet June air, the birds were singing gay love songs. One saucy robin flew boldly down on to a branch of the maple that reached almost in the open window and poured forth a great melody of happy song; then flew away to tell his mate that he had given them their first serenade.

By and by, the bride and groom

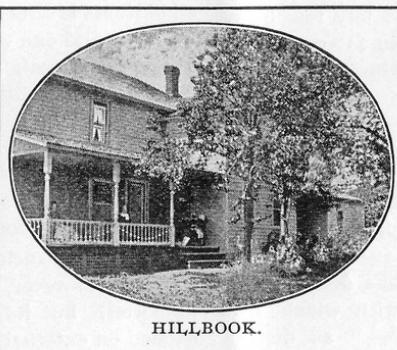
arose and facing the audience, joined their right hands and each repeated the solemn words of the Quaker ceremony. How beautiful and saintly the bride looked, as, raising her eyes, she repeated, in clear round tones:

"In the presence of the Lord and the assembly I take Edward Hall, whom I hold by the hand, to be my lawful and wedded husband, promising, with Divine assistance, to be unto him a loving and faithful wife, until death shall separate us."

As they stood on the floor and I looked at the simple gray gown of the bride and the plain, Puritan-like surroundings, I thought of Priscilla and John Alden, and could easily fancy myself back in Colonial days and that this sweet-faced girl might be the Puritan maiden and her lover, so far, so very far removed, did it all seem from the scenes I had been used to. After this ceremony, they again sat down and a stand was brought, and the marriage certificate was signed and read in the presence of all. After this they retired from the

meeting in the order of their coming. At home they received the good wishes of their friends.

We lingered watching the crowd depart, and many came to shake hands with us, and say, "I'm glad to see thee!" "I'm glad thee came," in a manner so frank, so cordial, we felt it to be true. I wouldn't have missed this wedding for anything.



Now, dear friend, let me say
"adieu," lest I weary you with my
long letter. I shall have much to tell
you on my return. Your loving
ALICE.

Hillbook Farm, August 14, 1903.
Dearest Nell:

Just a note—for you can't imagine
how busy I am. Everything went
smoothly, but it will always be a sor-
row to me that you couldn't be present.
But never mind, dear, you must come
to see me just as soon as you recover.
I have the dearest little house. Hill-
book is the old Harmon place you
know. The enclosed clipping will tell
you all about the wedding. Alice will
leave next week. We have enjoyed
her visit; she has taught us so much.

I must tell you what a delightful
surprise Ned gave me yesterday!
Cousin Alice and I were upstairs sew-
ing when Ned shouted to us.

"Girls, come down quick. Here's
one of the wedding presents."

We ran down and there on the table
was the *loveliest* Modjeska Dinner Set
—one hundred pieces.

"You don't mean this is for me—
where did it come from?" I exclaimed,
almost breathless with delight.

Then Ned, with shining eyes, told
us how he had planned to get a Rifle
and a set of Single Harness, by selling
the Larkin Soaps—but hearing me
wish so much for a set of dishes, he
decided to give them to me, as his own
special gift. Now wasn't that a kind
and generous act! I think he felt
almost paid for his effort in seeing my
surprise and joy. I know in the fu-
ture he shall not complain of being
"half starved" as he says, for his
favorite gingerbread, cookies and
home-made chocolate caramels!

Now, Nell, write me a long letter
real soon. I want to know when to
look for you.

Good-bye! Don't forget to write
Mrs. Wm. Harmon, when you address
me. Your happy friend, KATE.

A SECRET OF THE ANCIENTS.

There was once a mighty wizard,
In the land, long years ago,
Where the palace of the Ptolemeys
Shadows on the desert throw,
Who a wondrous secret cherished:
How to make a woman fair,
So that sunset tints on snowdrifts,
With her face might not compare.

Came he to the royal palace
Where the infant princess slept,
While her royal mother sorrowed,
Wrung her lily hands and wept;
For the child was brown and ugly—
A malignant fairy's spell.
At her birth a dusky shadow
O'er the little princess fell.

Many days the mother sorrowed
That her child was such a fright,
Till the wizard stood before her,
In the evening's fading light.

"Weep no more, O Queen of Egypt,
For the child you think not fair
Shall grow beautiful as sunlight,
Radiant beyond compare!"

Then he knelt and took the princess,
While the mother hoped and smiled,
At the thought the spell was lifted
From her loved, but homely child.

To the Nile the wizard bore her;
There he bathed her shadowed face,
And the rippling stream reflected,
Then, a child of wondrous grace.

This the secret of the beauty,
Cleopatra's charm and power,
Nevermore the wizard's wisdom
Was disclosed from that same hour,
Until thousands of years after,
'Twas discovered midst the gloom,
'Mong the cermements of his mummy,
Buried with him in the tomb.

From the oozy banks in Egypt,
Men the secret Westward bore;
Now through Larkin Soaps it's making
Maidens pretty by the score.



The Larkin Club-of-Ten plan is a progressive idea, in keeping with these progressive times.

To insure the greatest good to the largest number of homes is the mission of **THE LARKIN IDEA.**

In the last year, our Premium List has been enlarged. Premiums of merit have been added.

Our list of Soaps and Products has been amplified by the addition, in the last six months, of Tartan Tar Soap, Eau de Cologne, Lavender and Violet Toilet Waters, Bay Rum, Witch Hazel Extract and Shoe Polish.

In this issue of **THE LARKIN IDEA**, we announce the first of the Larkin Food Products—the Larkin Flavoring Extracts—Lemon, Orange, Almond and Essence of Peppermint. These Flavoring Extracts are scientifically prepared under the most sanitary conditions, their quality and flavor are unsurpassed, at any price, and the Larkin guarantee of absolute purity is emphatic. The price of each is 25 cents for a full 2-oz. bottle.

The Larkin Extract of Vanilla will be announced early in the fall—the moment our facilities are adequate to supply the enormous quantity that is sure to be almost immediately demanded by our customers.

Other household necessities likewise announced in this issue—Larkin Russet Shoe Polish and Vulcan Safety Matches are ready. Like all Larkin products, they insure satisfaction to the user. Vulcan Safety Matches are made only in Sweden and are world-famous. Ignite only on

the box. No danger; no smoke; no smell.

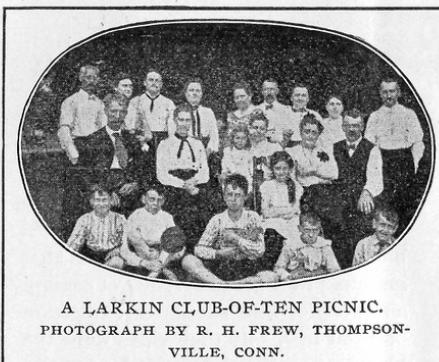
With the addition of these products and several that are to follow, members of the Larkin Clubs-of-Ten may supply many more of their daily needs at Larkin Prices, and by that easy method which \$1.00 a month provides.

Club organizers will readily acquire new members by the timely addition of these necessary products. When the new buildings, now in process of construction, are completed, still greater aid to Clubs will be rendered by the addition of other things that are daily used in the home, and into which quality so largely enters as an important factor.

When you make orange or lemon ices for picnics or luncheons use the Larkin Flavoring Extracts. Their purity and richness of flavor especially commend them to every house-wife, who regards quality as a merit in food products.

Larkin Shoe Polish for black or russet shoes is indeed a shining success. Both impart a durable and water-proof shine. It's just the kind of Polish to shine your shoes with before going to a Club-of-Ten meeting. Then you'll have two best feet to put forward.

From time immemorial, the Essence of Peppermint has been a trusted friend in the home of almost everybody. For the relief of such ailments as it is intended for, there is nothing better. The Larkin Essence of Peppermint is pure and wholesome, and its price is 25 cents for a 2-oz. bottle.



A LARKIN CLUB-OF-TEN PICNIC.
PHOTOGRAPH BY R. H. FREW, THOMPSONVILLE, CONN.

R. H. Frew, Thompsonville, Conn., writes: "I send you, herewith, a photograph of our Larkin Club-of-Ten picnic. They are not all members of my Club, but are members of some Larkin Club. All of the boys in the photograph are selling the Larkin Soaps, and they, with the older ones, appreciate the good values we receive. We are all well pleased with both the Soaps and Premiums."

Mrs. Milton L. Cady, Elkland, Pa., writes: "I wish to send a few words of thanks to the Larkin Soap Co. for the courteous way they have treated me and the members of the two Larkin Clubs-of-Ten of which I am secretary. The members, too, are well pleased with the Soaps and Premiums. By my encouragement another Club has been started, and still another will organize next month. I have sent over \$200.00 during the past year."

Mrs. M. E. Carothers, Kirksville, Mo., writes: "We are out-and-out Larkinites. I have had two Clubs, besides four special orders, making \$210.00 worth sold in a year and a half. Edith, whose picture you see, has

taken and delivered most of the orders. We have very nice times at our Club meeting; we indulge in guessing-games and serve refreshments. The ladies all look forward to each meeting, with pleasure.

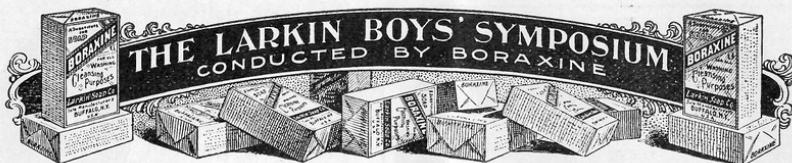
"My daughter and I are going to travel in the West for a while, but we will take up the work when we get back, as we are very much in love with it on account of the nice Premiums we receive. We also like the Soaps and Perfumes very much."



Mrs. M. R. Daley, San Bernardino, Calif., writes: "I have sent in nearly \$300.00 in Club and Recommended orders and am now beginning a new Club. I enclose my picture, taken a short time ago. On the 28th of August I shall be seventy-two years old. I have a horse and buggy, so I go for the Soap and deliver it myself, and I write all the orders for the club-members."



A PICNIC OF MUSKEGON, MICH.,
LARKIN CLUBS-OF-TEN.
PHOTOGRAPH BY ENOCH BECKQUIST.



HERE are two pictures, boys. I want you to observe them closely and to think about them. For every boy who is fully worth his salt, as President Roosevelt would say, each has a lesson.

The first picture is a copy of the famous painting called "The Spirit of 1776." It is the work of A. M. Willard and was exhibited for the first time at the great exposition in Philadelphia celebrating the Centennial of the signing of the Declaration of Independence.

The meaning of the picture, you can easily catch. The perseverance, the determination, the patriotism of the men, who demonstrated to tyrannical King George that he could neither seize their property nor ignore their rights, are too forcibly depicted to escape even a casual glance at the painting.

But I want you to observe the figure in the extreme left of the picture, the boy. Had the artist neglected to place him upon the canvas, how incomplete would have been the portrayal of the spirit of those stirring days of 1776.

The spirit was the spirit of war, of resistance to oppression and tyranny.

From Georgia to Maine, the air was electrified with it. The colonists imbibed it with every breath. Men marched into the deadly fire of cannon and musket with shouts of exultation on their lips. By their sides were the boys, equally determined, equally patriotic.

And the lads who struggled in those bygone days were not mimics. They did not shed their bright red blood in imitation of their fathers and uncles. Each in his own little way was a patriot.

And now I want you to look at my second picture. I have called it "The Spirit of 1904." It is not from a wonderful and famous painting,—only from a very good photograph taken by one of my friends—but it, too, tells a story.

The spirit shown in this picture differs greatly from that exhibited by the other. In place of war, there is peace; in place of devastation, there is prosperity. The picture bustles with the spirit of today, the spirit of business—commercialism, the editors and essayists call it; and, best of all, the chief figures in this picture are boys.

I am sure nobody will contradict me



THE SPIRIT OF 1776.

when I say that commercialism is the ruling spirit of present-day America. Production and distribution, manufacture and sale,—in a word, business is the impelling force of our national life, and the American boy is a veritable business man.

He does not mimic; he does not playfully imitate. He engages in business. His capital is often small indeed; sometimes nothing more than two strong arms and a clear head, but he turns these to good account.

Often his ventures yield him no material profit, but he still is a gainer. He is having valuable experience.

I am sure that the success of American men in the business world is due, in a large measure, to their experience. They do not wait until they are full grown to begin to learn. They practice during boyhood, and when they become men they know many, many things that their competitors have yet to discover.

I know of no boys who have a better opportunity to gain valuable business experience than you, my dear young friends. By selling the Larkin Soaps and Premiums, you may learn a great deal about the way business transactions are conducted, and you are certain to make good profits.

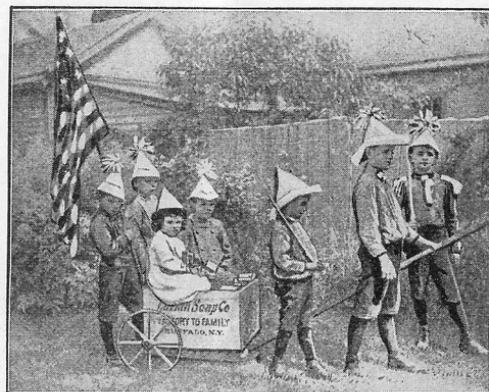
Your chances are better than ever, now that the Contest for Cash Prizes is going on. But that is another story. I shall have some news for you next month.

Charles Payne, Jr., Newark, N. J., writes: "I received my Soaps and Coaster-wagon all O. K. I am highly pleased with the wagon. All the boys around here are just in love with it, and many of them are going to try to get up orders and earn a Coaster-wagon like mine. I have lots more friends since I got the wagon."

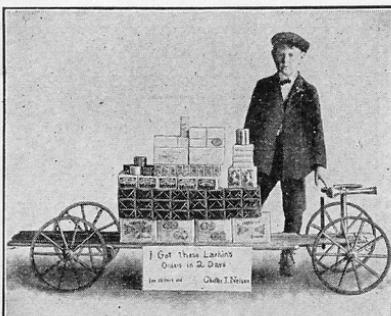
"I am going to try for one of the Cash Prizes. I always recommend your goods, wherever I may go, as I think they are the best made."

On page 28 is more about the \$500.00 Cash Prize Contest that interests many boys.

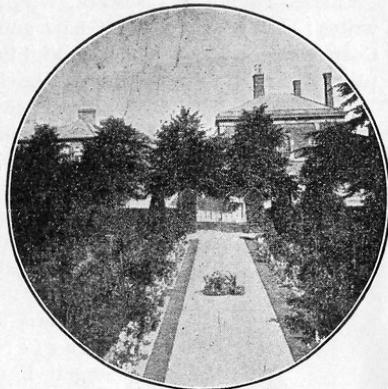
Chester I. Nelson, Rochester, N. Y., writes: "I have sold \$10.00 worth of Soaps to my friends and neighbors in two days, besides going to school. I



THE SPIRIT OF 1904.



send you a picture of myself, and my Coaster-wagon loaded with Soaps ready for delivery. Please print it in THE LARKIN IDEA.



"SHAKSPEARE'S GARDEN."
STRATFORD-ON-AVON.

ALL THE FLOWERS THAT HE WROTE OF
IN HIS WORKS GREW HERE.
AWARDED SECOND PRIZE OF \$1.00 FOR
LANDSCAPES IN MAY CONTEST.
TAKEN WITH OUR GUNDLACH CAMERA
BY E. M. CRANSTON, BROOKLYN, N. Y.

Genre Subjects, Second Prize,
\$1.00, Mrs. S. N. Blakeslee, Water-
bury, Conn.

The monthly Prize Contests are
open to all owners of our Chautau-
qua, Gundlach or Seneca Cameras.
It costs nothing to enter. Send
your best photographs, writing
plainly on the back your name and
address, and the title of the picture.



"SPINNING."

AWARDED FIRST PRIZE OF \$2.00 FOR GENRE
SUBJECTS IN MAY CONTEST.
TAKEN WITH OUR CHAUTAUQUA CAMERA BY
BERTHA A. PARTRIDGE,
STOCKTON SPRINGS, MAINE.

THE PRIZE PHOTOGRAPH CONTEST.

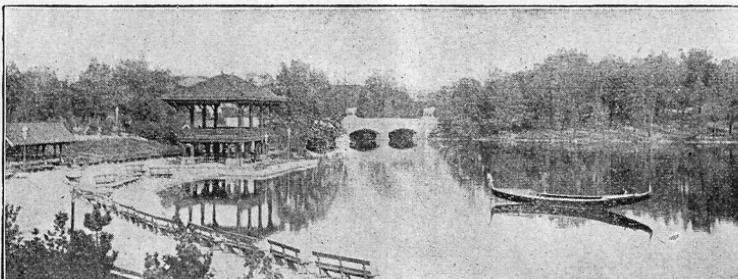
In the Prize Contest that closed
June 15th, the following prizes
were awarded:

Landscapes, First Prize, \$2.00,
Mrs. S. N. Blakeslee, Waterbury,
Conn.

Landscapes, Second Prize, \$1.00,
M. A. Yauch, Rochester, N. Y.

Genre Subjects, First Prize, \$2.00,
Julia L. Sutliff, Cherry Valley, N. Y.

Originality is an important feature in
awarding prizes. The Contests close
the 15th of each month.



SCENE IN DELAWARE PARK, BUFFALO.

AWARDED SECOND PRIZE OF \$1.00 FOR LANDSCAPES IN APRIL CONTEST.
TAKEN WITH OUR GUNDLACH CAMERA BY EDWARD C. AVERY, BUFFALO, N. Y.

LARKIN PEPPERMINT.

When Sammy had the stomach-ache
His mother took the hint
And gave him, from the pantry shelf,
Some Larkin Peppermint.

And now his face is wreathed in smiles,
His tears have long since dried,
And Sammy feels just lovely, now
That Peppermint's inside.

Henry P. Williams in *The Interior* says: "To love one's neighbor as one's self is not only rewarded by a sense of moral contentment, but it pays commercially; it is profitable; 'to him that giveth shall be given.' The moral idea in business has gained really a good deal more ground than any of us realize. Many business men are alive to the best and highest sentiments and methods in business."

"I look upon the simply and childish virtues of veracity and honesty as the root of all that is sublime in character."—*Emerson.*

**"THOSE WHO LAUGH LAST,
LAUGH BEST."**

One of our customers recently complained that a drawer in her Sideboard was damaged in transit. We immediately responded, agreeing to send a new drawer, charges prepaid, but through error it was sent charges collect. The customer wrote that she had to pay 38c. charges, which was not in accordance with our offer. We then made explanation and enclosed 38c. to reimburse her. The following is customer's answer to our letter:—

"I received the 38 cents. I cannot tell what good that 38 cents did—inasmuch as several of my acquaintances, whom I have tried to get to join my Club, said, 'I don't take stock in it.' When I said I was going to get the new drawer, prepaid, they joined with my husband and laughed at me. When my drawer came, my husband paid charges, (it happened to fall into his hands) and there was another laugh; but when I got my 38 cents, I thought those who laugh last, laugh best."

Exposure of Fraud.

The Larkin Soap Co. is interested in exposing all swindles in connection with Soap. All who have been defrauded by traveling fakirs, please write us particulars. All communications are treated in confidence and for the benefit of the public.

We never employ traveling soliciting agents. All are swindlers who so represent themselves.

FOUR SUGGESTIONS.

1st. Never buy soaps from traveling agents who are unknown to you, and to all people in your community.

2nd. Never buy soaps not made by a well-known manufacturer. There are a hundred thoroughly responsible and well-known soap manufacturers; it is not necessary to go outside of these for soaps.

3rd. Buy no goods of any kind on the promise of a premium, unless the

premium is to be delivered with the goods.

4th. Pay no money to any traveling agent for any article until delivery of satisfactory goods is made.

**FRAUD ORDER FOR COSMOS
SUPPLY CO.**

The postmaster-general has signed a fraud order against the Cosmos Supply Company, of Boston, operators of a work-at-home scheme. The advertisements of the company represented that a person could make \$20 a week, at home, by identifying himself with the company. The postoffice inspectors assert, however, that the real object of the concern was to dispose of an instrument sold at \$2.00 the manufacturing

price of which was about twenty-five cents. It is also asserted that the receipts of a subscriber could not exceed \$5.00 per week, although the advertisement stated that \$20 could be easily earned.—*National Advertiser.*

Mrs. J. S. McC., Washington, N. J., writes: "Some of my customers have informed me there are two men around town running down the Larkin Soaps.

"They offer their soap for three cents a cake and it is to be introduced in the stores. They claim to represent

a company named Swift, their soap being made from the tallow of the great meat company Swift. They haven't found Mrs. J. E. D. or me yet. Maybe we are too loyal to Larkin; or perhaps we have been out doing soap business, too, when they called.

"One who was about to give me a \$10.00 order, has ordered \$3.00 worth to try.

One of the men said you didn't give premiums for nothing. I tell my customers, of course not; you give us as a premium what his company gives him for going around and running your business, or rather I should say our business, down.

"When he told one woman it made the clothes yellow, she said that not one hung out whiter clothes than she did and she used it.

"Competition is a good thing, but I don't like to see a corporation or an

individual run down another to try and raise themselves."

(OUR REPLY.)

"We appreciate your advocacy of the merits of our Soaps, and congratulate you upon your discernment of the unreliability of the traveling fakirs, who undoubtedly represent no one in particular, certainly not the good house of our worthy competitors, Swift & Co. of Chicago.

"We shall continue to merit your confidence and patronage."



A CHEERFUL SPOT IN THIS DARK CHAPTER.

IT WAS COLDER THAN NOW WHEN THESE BRIGHT CHILDREN EARNED A LARKIN PREMIUM.

AN OLDTIME FRAUD HAS BEEN WORKED ONCE MORE.

Oneida, N.Y., June 4.—Certain residents of this city, who prefer that their identity be not revealed, have in their possession remarkably good engravings of Washington, slightly damaged, which they would sell for less than they paid for them.

For several days the mails were extraordinarily heavy in consequence of the receipt of circulars descriptive of the engravings, which could be obtained at a cost of \$1.00 each for a short time only of a certain house in Boston.

The engraving was described as being an authorized and accepted likeness of Washington, printed from a plate engraved for the United States government, slightly damaged in being handled. On this account, copies were procurable at the low price quoted.

Orders must invariably be accompanied by the money, dollar bills preferred, and it is understood that not a few orders went out from Oneida.

One who sent in his order and dollar and received in return a cancelled two-cent postage stamp, is almost willing to swear that the stamp he got is the same one he licked and stuck onto the envelope in which he sent his order.—*Buffalo Express*.

FRAUD ORDER MAY BE ISSUED.

Herbert S. Braman, operating the National Jobbing Company, at Rochester, N. Y., has been summoned to appear before the postmaster-general at Washington and advance sound reasons why a fraud order forbidding the use of the mails to the National Jobbing Company should not be issued.

The advertisements of the National Jobbing Company, which have appeared for the last two years in publications throughout the country, hold out alluring offers of employment to all who will send \$50 for a sample "outfit" of silverware, which outfit is said to have an intrinsic value of about \$3.00.

It is said that Braman's operations have been conducted upon a scale of surprising magnitude. Those who have paid \$50 in the hope that they were securing a means of permanent and profitable employment have been as thick as flowers in May. The local police authorities have made numerous vain efforts to break up the business of the concern, and it is thought that the federal authorities will succeed.

—*National Advertiser*.

EASY MONEY.

Charles Lester Murphy, of Berkeley Heights, N. J., an uncouth country lad, twenty-one years old, has been arrested on a charge of using the mails for fraudulent purposes.

Murphy, inspired by stories of fortunes made in the sale of stocks, resolved to start in the brokerage

business for himself. The fact that he had no stock to sell did not deter him. From a concern in Ohio he procured a list of names of several hundred farmers, to whom he wrote letters, stating that the sender, James B. Murphy, was in possession of valuable stock in the "Lunar Oil Company," which he would sacrifice at the rate of \$1,000 worth for \$75. Answers came in rapidly, but by the time the receipts reached \$500, the postoffice officials received complaints from parties who had sent money and received no stock. When two inspectors went in search of Murphy, they found him seated on a rail fence near his home. He willingly accompanied the inspectors to Newark, where he told the story of his operations in detail to United States Postal Inspector William J. Mehary.

"I didn't think so many answers would come in," said Murphy. "But they came in fast. Some had amounts of \$50 and \$75. I didn't send the stocks I promised, because I didn't have any. I just made up the Lunar Oil Company in my own mind. Gee, but ain't some men easy marks!"—*National Advertiser*.

THE ETERNAL GULLIBLE.

Stories of the Credulous Public and the Advertising Fakir.

BY PHILIP LORING ALLEN.

(The abuses of advertising are strongly set forth in this article, published with the commendation of the Postoffice Department.)

Sitting in small rooms, near the top of metropolitan office buildings, are the men who offer glittering opportunities to the poor and the ambitious. Each one of them has exchanged his everyday name for a corporate title. On his letter-head is printed a picture of the great building in which he occupies a minute corner. It is labeled, "Our Company's Main Offices."

When Uncle Sam puts his gigantic postal system at the service of every one of us who can afford a one-cent

stamp, he imposes just one condition—that we do not use it to swindle our fellow citizens. These men in the tall buildings are threading their way along the margin of that law, sometimes a little inside it, sometimes a little outside.

When a "fraud order" comes from the Postoffice Department to stop the delivery of mail, a concern of this kind usually collapses at once. Often enough, knowing the machinery set against them, they send out but a single set of circulars, pocket the proceeds, and move to another field before there is time for the authorities to run them down.

No honest business man ever made an offer which up to the final stage seemed more scrupulously fair than that made in the last year or so by three New-York companies doing business on identical lines, the Veritas, Eureka and Imperial Typewriter Companies.

"Fifteen dollars a week earned at home. No canvassing, nothing to sell. We want intelligent persons to write letters at home at spare moments. \$15.00 a week easily earned. We furnish paper free and pay \$30.00 per thousand, cash, weekly for single page letters."

This was their offer. Those who answered the advertisement received a circular with the details of the plan. Its object, it appeared, was to advertise an improved typewriter. The machine itself, with its "springs tempered with steel," its "polished hardwood base," and other features, was described in an annexed folder, and a copy was given of the letter which was to be copied "exactly as shown." It was a requirement that the letter-writers should use the company's own machine. "No other will do," said the circular, "as we desire to show by

actual work the precision and alignment with which it writes." The company would lend the machine, keep it in repair and agree to supply the applicant with regular work for a whole year. There was, to be sure, a small deposit required (two dollars and fifty cents), but it would be returned if the applicant wished to discontinue the arrangement after writing the first thousand letters.

The typewriter so glowingly described was a typewriter, but it was toy size. The postal inspector who investigated the case, after a practical test, declared that it would be a physical impossibility to write five hundred letters on it. The manufacturers themselves sold this machine for about forty-eight cents—a price representing a margin of profit entirely satisfactory to the swindling company.

One genius originated an offer made a few years ago of a complete bicycle for the preposterous price of \$3.48. It was nickel plated, said the advertisement, had a durable frame, rams' horn handle bars, and all other modern improvements. "With this machine," it went on, "you will never get into trouble puncturing or cutting your tire." In short, so the advertiser enthusiastically asserted, the wheel was "a perfect charm." It was, in the literal sense of the word, as the purchasers found out, for the mail brought a watch-charm made of plated wire wrought in the form of a bicycle. The tires were indeed unpuncturable. Every statement in the advertisement was literally and exactly true. The manufacturer had merely neglected to mention such an unimportant detail as the size of his machine.

When an obscure publication offered "a watch chain and charm" as a premium with every subscription, hundreds of unsuspecting readers mentally inserted two commas, sent their money,

and waited patiently for the arrival of the "watch, chain, and charm." The publisher, however, thought in hyphens and sent a "watch-chain and charm," cheap at that.

When you have the promise of "Twelve dollars per week steady income, work at home, you can start work the moment you receive our reply," the thing is irresistible. The circular sent in connection with a recent offer of this kind explained the firm's purpose. "We offer you the position of raising mushrooms at your home with prompt cash payment for all you can raise." Anyone who had mushrooms to sell, could get most liberal prices for them with freight charges thrown in. A distrustful person might have remarked the fact that the address where the mushrooms were to be delivered was in a down-town office-building in New York, far away from the usual haunts of vegetable dealers. But there was the offer in black and white, and in order to take advantage of it, the first thing to do was to cultivate the mushrooms.

It made no difference to the company where the mushroom spawn was bought. Any seed store would furnish it. Only, if bought in the market, a sample must be sent for examination to see that it was the right sort. This formality was unnecessary with the spawn which the company itself had on hand, as this was known to be up to requirements. One dollar would buy enough to produce one hundred pounds of mushrooms a year, while two dollars' worth would establish in

every cellar a veritable horn of plenty, out of the mouth of which mushrooms were to pour at the rate of twelve dollars' worth a week.

It did save trouble to obtain the spawn direct from the company, and very few of the prospective mushroom-raisers bought it anywhere else. It came in quarter and half pound packages, the former being the one-dollar and the latter the two-dollar lot. And it was of the best quality. It was bought, in fact, from one of the foremost seedsmen of the country, at the regular price of six dollars per hundred pounds. The contents of the one-dollar package cost exactly one and a half cents.

"But we made good our offer!" was the protest, when the inspectors came to overhaul the concern's affairs. "We bought and paid for every pound of mushrooms that were sent back to us." Apparently this was true, but the total quantity



NO FRAUD HERE.
OLD MOTHER EARTH IS EVER TRUE.

shipped to the New-York office in eight months, according to the firm's own books, was exactly five pounds. A persevering German in Minnesota reaped this harvest. All the other aspirants taken together did not produce enough mushrooms to garnish a single beefsteak. As any reputable seedsmen would have told them at the start, mushroom-raising is one of the most uncertain of agricultural enterprises, and success usually comes only after painstaking efforts and repeated disappointments.

Last autumn a great many good people in the Southwest received copies

of a circular, part of which ran as follows:—

"You will see by the foregoing letter that the Court of Claims has rendered a decision in favor of those to whom premiums or prizes were awarded by the publishers of the *Mississippi Valley Planter* at their distribution of premiums, October 14, 1903." This was dated at Memphis, Tenn., and signed by Robert H. Banks. The Court, "after due deliberation," decided in favor of the prize winners and entered a decree to that effect, ordering Banks to distribute the prizes, ascertain the costs, etc. The date of shipment had been fixed for December 15, 1903, and all premiums not claimed and shipped on that day would be sold and the proceeds placed in the "general creditors' fund."

The real kernel was the statement that the recipient of the circular was entitled to a certain prize, which would be shipped on receipt of the freight charges. In nearly every case, by a strange coincidence, the fortunate addressee had won premium number seven, a "horse and Lilly buggy and harness, valued at two hundred and seventy-five dollars." With equally remarkable uniformity, the freight charges were placed at twenty-nine dollars and sixty cents.

There had never been such a concern as the Mississippi Valley Publishing Company, or such a publication as the *Mississippi Valley Planter*. There was no such court as the Court of Claims, no such Judge as N. P. Galaway and no such Clerk of Court as J. Jacob Storch. To crown all, there was no such person as Robert H. Banks. The promoter of the scheme called for his personal mail under another name.

The fraud order intercepted six hundred money-orders and a number of registered letters.

One of the largest enterprises against

which a fraud order has been issued in recent years was the Fairfield Floral Company of Fairfield, Maine. This company advertised broadcast for the services of people to make artificial flowers at home. Before going to work, of course, each applicant was required to provide herself with an outfit, consisting of scissors, paste pot, samples of the flowers and sprays that were to be made for the company at so much per dozen, and a few materials which the company sold at the "nominal" price of two dollars. Shipment after shipment was sent to the headquarters, only to be returned with the information that it did not come up to the patterns and could not be accepted.

The business of this company had at the end grown to a point where more than fifty girls were actually paid good wages to make up the pattern flowers and answer the thousands of letters that poured in every day from the owners of willing hands.

There is a human failing which has greatly helped one class of swindles.

When one reads some rather vague remarks about a fifty-six piece set of Limoges china, followed by the announcement that in return for some trifling service or trivial payment, a great firm in the city will send its "unparalleled offer," he doubtless expects to receive the china set after he has sent his fifteen cents or sold the four boxes of bird seed. But when he receives merely a circular telling him by what further labors and sacrifices he can get the set, he feels ashamed. He knows he was expecting more than any reasonable business policy could entitle him to. And it is this shame at being taken in that makes it possible for these swindlers to operate for so long before they are shown up.—*Leslie's Monthly*.



LAST month, in my chat with you, I remarked that unless your mothers are teaching you the essentials of good cooking, they are failing to do their whole duty toward you. I want to make this a little stronger. Unless you are perfecting yourself in the essentials of good cooking, you are negligent in regard to your own welfare, and are laying up a store of annoyances that, in years to come, will bring you many tears of regret.

If you will reflect but a moment, you will see numerous reasons why you should wish to become skilled, not only in culinary art but in every branch of domestic science. Do not misunderstand me, my dears. I wish to do none of you an injustice. There are some sweet girls, barely out of their teens, who, if it were required of them, could manage a home economically and well; but I am safe from contradiction, I believe, in saying they are few. They at least will know how true is what I am saying.

In the first place, think what a useful little person you might be about your home if you had a working knowledge of cooking. Think what a comfort girls who have this knowledge are. Don't you know it would be fine fun to announce breakfast some morning,—a breakfast you yourself had prepared? It would make you feel proud as a queen. Ask any girl who has had the delightful experience.

Of course the chief reason why you should be learning the principles of good cooking now, lies in the fact

that before many years you will be responsible for the management of a home of your own. Then you will need all of the knowledge you can muster.

Most of you will have to care for your homes unassisted—most women do now-a-days, and it is not likely that the ratio will greatly change. If you are prepared to do this, it will be a source of delight to you; if you are unprepared, it will be drudgery, and you will be a miserable, unhappy creature until you have learned the lessons you are now neglecting.

If you are to be fortunate enough to be assisted in caring for your home, you will need the knowledge more than ever. Does a soldier become a captain without first learning the manœuvres of the man in the ranks? How can you expect a home to be properly managed if its management is wholly entrusted to disinterested persons? It won't be, and it is perfectly natural that it shouldn't be.

I do not wish to scold you, my dear friends, nor do I wish to paint gloomy pictures for you; I have no warrant for anything of that kind, and I trust you will accept my admonition in the spirit in which it is given.

You would not find lessons in cooking tasks at all. Your schools are dismissed for a few weeks now, and you have an abundance of time. Tell mamma you wish to try your hand, and she will be only too willing to teach you.

On another page, announcement is made of the new Larkin Flavoring Extracts. It will be great fun for the girls who are pretty well advanced in the art of cooking to experiment with these extracts, and see just how delicious and excellent they are.

I am delighted, girls, by the way you are taking hold of the Contest-work. The Editor won't permit me to say very much, but you may rest assured that if we can keep up our own present rate of working, *Boraxine* and his boys will never care to be reminded of this contest. We shall have them well trounced.

Many of the girls, when they enter the contest, neglect to fulfill all of the First Condition. They fail to send their photographs, or their ages, and many do not tell the Editor in whose name their orders are to be filled.

When you send your entry, be sure to meet all of the requirements of the First Condition, or, if you have entered, be sure that your entry is complete. Remember that we wish to help you all we can, so if you desire advice or any of our literature be sure to write us at once. I think I shall have some pictures for you next month. On page 28 there is more about the Contest that will interest you.



Stella Jones, Varysburg, N. Y., writes: "I am twelve years old and I've earned one Larkin premium, a Chautauqua Desk, with which I am well pleased. I intend to send you another order in the near future. I also enjoy reading THE LARKIN IDEA."



Pearl Jones, Varysburg, N. Y., writes; "Being so well pleased with my sister's premium, I got up an order, for which I received a Couch and also a Florelloid Comb and Brush, given for sending in a second order within two years. I am ten years old."



Mrs. C. H. Cogswell, East Norwalk, Conn., writes: "I send a picture of my daughter Viola, fifteen years old, who has bought \$80.00 worth of your Soaps and sends you here-

with another \$10.00 order for the Brass-trimmed Continuous-pillar Bed.

"The premiums she obtained are as follows: Chautauqua Desk, Extension Table, Sideboard, Violin, McKinley Rocker and Morris Chair.

"We all are interested in reading THE LARKIN IDEA, and would like to see our daughter's picture in it."

Mrs. F. O. Wray, Floreffe, Pa., writes: "I receive THE LARKIN IDEA and think it is very fine. My Clock I cannot praise enough, and I cannot speak too highly of any premium I have received from you. I have purchased over \$100.00 worth of Soaps from you and have influenced many others to send orders. I send you the picture of my daughter, who helps in getting orders."



Irene Kearn, Adrian, Mich., writes: "I am eleven years old and we have many Larkin Premiums that I helped to earn in our house. I have a Chautauqua Desk, which holds my books and pencils. I always have a place for my things and always find them when I want them. Mamma thinks the Silver Tea Set I gave her for a birthday present is the swellest thing out; but my brother and I think the new Encyclopædic Dictionary the nicest of all premiums. We like all that we have, and we shall earn more of them."



The Garland Steel Ranges.

The growing popularity of Steel Ranges has determined us to obtain, for Larkin customers, the very best Ranges that are made. After an exhaustive canvass of all leading makes, we have decided to offer the GARLAND, of THE MICHIGAN STOVE CO., Detroit, Mich., the largest stove manufacturers in the world.

The SOVEREIGN-GARLAND for hard coal, coke or wood, and the SUPREME-GARLAND for soft coal, coke or wood.

Either of these Ranges with End Shelf free for twenty-four Certificates; or with \$10.00 worth of the Larkin Soaps, for \$29.00.

Either of these Ranges with High Shelf free for twenty-seven Certificates; or with \$10.00 worth of Soaps, for \$32.00.

These Ranges can be fitted with Water-Front for city-water-system use, for \$2.50 additional.

Either of these Ranges with choice of High Closet or Reservoir, free for twenty-nine Certificates; or with \$10.00 worth of Soaps, for \$34.00.

Either of these Ranges with High Shelf and Reservoir, free for thirty-two Certificates; or with \$10.00 worth of Soaps, for \$37.00.

Either of these Ranges with High Closet and Reservoir (as shown in illustration), free for thirty-four Certificates; or with \$10.00 worth of Soaps, for \$39.00.

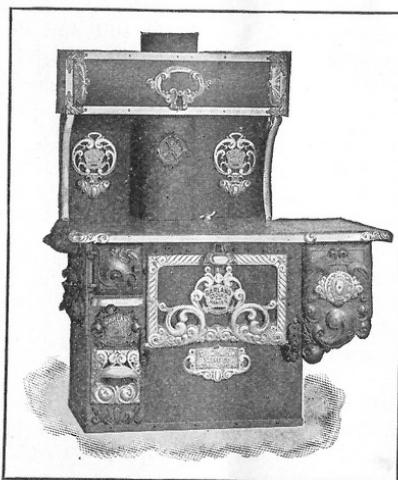
These Ranges are the standard; they bear the Garland trade-mark, and with each a guarantee bond is sent that it is all as represented. They have all the most modern and desirable attachments of much higher priced Ranges.

Every feature of utility and convenience known to full-sized cabinet Steel-range construction is contained in these Ranges, and the ornamentation is of the highest type.

There are six 8-in. covers, but four 9-in. and two 7-in. covers will be furnished, if order so specifies. One is always a three-ring cover. Have heavy sectional cast linings, and heavy duplex grate. (For wood, reverse the grate.) When order specifies that wood is to be burned exclusively, wood bottom-grate and special fire-box

linings for wood will be fitted. Four-inch cast-iron extension pocket for wood in all.

The ovens are square, are made of steel, with bottom braced to prevent warping; and are quick and perfect bakers. The oven is aerated, admitting fresh heated air, which greatly improves the quality of the food. The oven door is of steel and is counterbalanced. Revolving sheet-steel door on high closet. The oven-racks, the back of oven, inside of oven door, and the inside of all flues are aluminized, which prevents rust. Sheet flues and all exposed surfaces



are lined with asbestos. Double flue-bottom, with asbestos between to retain heat.

These Ranges have front combination feed or broiler door, as well as end draft register and poking-door. Effective ash-guards, steel ash-pan, large flue-cleaning door, end-shelf on square Range. Register-damper in first joint of pipe. Very attractive high shelf and high closet made of Wellsville polished steel, same as body of Range. Folding Teapot holder on both.

The Ranges are constructed so as to be durable in the wearing parts, and are the easiest to handle ever made; most economical in the use of fuel.

A Range with the new portable reservoir can be changed in a moment to square or reservoir construction; no bolts to remove or insert. There are no flues around the reservoir to clean; the reservoir holds ten gallons of water and heats faster than in any other Range. The efficiency of the oven is not affected by the reservoir, which is made of cold-rolled yellow metal, encased in cast-iron and steel, with japanned cast-iron covers; flush top.

Nickel-plated parts: oven-door frame, panel and handle; ash-pit door, ash-guard, clean-out door and frame; towel-rail; lid-holder; lid-lifter and crank; top edge and corner; high-shelf edge and corners; high-closet edge and corners; closet-door corners and handle; Tshelf corners; reservoir panel.

BRIGHT OUTLOOK FOR \$500.00 CASH PRIZE-CONTEST.

We are delighted by the progress of the Contest for Cash Prizes. Boys and girls in every part of this great country are taking hold of the work with enthusiasm. We were sure that the Contest would be a success, but the eagerness with which the announcement in the May number was received very pleasantly surprised us. We trust our little friends will

keep up the good work. We shall enjoy rewarding them, as much as they will enjoy receiving the handsome Certificate Premiums and Cash Prizes.

It is not too late to enter. Five whole months remain before the Contest closes, December 1st. Nearly half of this time is the school-vacation, and boys and girls will have plenty of time to work. The sixty Cash Prizes amount to \$500.

Perhaps there are some boys and girls who do not know about the Contest. If they will write to the Editor of **THE LARKIN IDEA**, he will mail them full and detailed information. Any boy or girl not over seventeen years of age may enter.

Many of the entries we have received are incomplete. Contestants by neglecting to state age, send photograph, or mention the name in which their orders are to be filled fail to comply with the requirements of Condition 1. All should be sure to send *full* information *with* the entry. We wish those who have not yet done so would complete their entries at once.

We are willing to undertake anything within our power to assist our little friends in the Contest work, and we trust that they will feel free to call upon us. Premium Lists, or any of our descriptive literature, will be gladly sent to any address. All questions about our Soaps and Toilet Preparations or Premiums will be cheerfully answered. We have a corps of trained correspondents, who are employed specifically to answer questions.

A CLEAN COURSE.

If Panama would win success
In the affairs of state,
She must the first essentials learn
That make a country great.

The first of all wise laws to make,
Is that the land be clean,
That every house shall buy a box
Of Larkin Boraxine.

The World's Standard
VULCAN SAFETY MATCHES.

One Pkg. of Twelve Boxes, Ten Cents.

Vulcan Safety Matches are made in Sweden. Ignite only on the box. No heads or sparks to fly; no danger, smoke or smell. Include a trial package in your next order for Larkin Soaps.



A Shining Success.

**Larkin
Shoe Polish**

Choice of Russet or
Jet Black.

A durable, water-proof
paste polish.

Illustration is actual
size.

Price, per box, 10c.

Too much stress cannot be
laid upon the **water-proof**
qualities of Larkin Shoe
Polish. It will be found
to hold a good shine in
all kinds of trying
weather.

Jet-black Polish is shipped
unless Russet is specified.



Larkin Street,

Larkin Soap Co.

Buffalo, N. Y.

ESTABLISHED, 1875.

— SUPERIOR QUALITY —

Larkin Flavoring Extracts

ABSOLUTE PURITY GUARANTEED.

The LARKIN FLAVORING EXTRACTS,

LEMON, ORANGE,
ALMOND,



wife who believes that purity and quality should be first considered in buying food products.

The Larkin Essence of Peppermint is pure, strong and wholesome. Invaluable in the home for such purposes as it is intended. Price, 25 cents for a full 2-oz. bottle.

may now be included in orders for the Larkin Soaps, etc. Price, 25 cents each. Full 2-oz. bottles.

These Extracts are made from the finest grade of selected imported fruit. Their excellence commends them to every house-

Larkin Soap Co.

Larkin Street,

ESTABLISHED, 1875.

Buffalo, N. Y.

Posted on: May 19, 2018

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